



LinkUp

Summer 2003

NewsLink

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

IN THE NEWS

What the media are saying about LinkUp partners

LinkUp businesses received some great publicity in recent months.

Design 100

Every few years, *Metropolitan Home* publishes its signature Design 100 list, a look at products and services that are particularly noteworthy. This year's list, which appeared in the May/June issue, featured several green building products, including Blazestone recycled glass tile from Bedrock Industries.

According to the magazine's editors, readers rely on the list as a source of newsworthy design ideas. That rang true for Bedrock, which reported a spurt in sales thanks to this and other coverage. (See story, opposite.)

A new patio chair

An updated version of an old favorite, the Adirondack chair—this time made from recycled plastic—appeared on the front page of *The New York Times'* House & Home section on May 29. The CLIMA chair, available in several bright colors, is manufactured by MetaMorf Design, Inc., a LinkUp participant. One of MetaMorf's newest products is the Tempo bench, designed for use in parks and other public spaces.

Online coverage

Sustainable Business Insider, an online environmental magazine, carried a story about LinkUp in May and included profiles of most of the LinkUp partner companies. This electronic publication reports on the latest developments and trends across all sustainable business sectors.

LinkUp partners:

Boosting sales and product awareness

When Blazestone tile was selected as one of the top 100 design products by *Metropolitan Home* magazine in May, "it was like winning an Oscar," says Maria Ruano of Bedrock Industries, which manufactures the 100-percent recycled glass tile.

Not only did the article boost customer awareness, but it also led to new business. "A tile dealer from Martha's Vineyard asked to represent our tile line," reports Ruano, "and then placed a big order. We are also talking to a company in Atlanta."

Bedrock is one of nearly 20 businesses that have joined LinkUp since 2000, the program's first year. Each business receives a variety of services, from business planning to media campaigns.

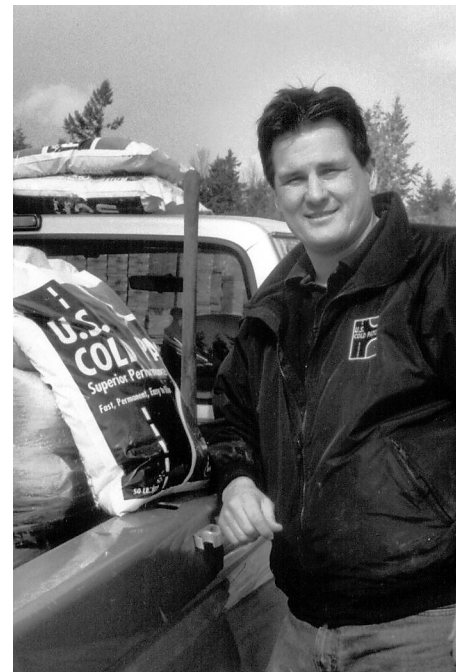
Last year, Bedrock Industries recycled more than 200,000 pounds of glass. This year, the company is reporting a moderate sales increase over 2002 and visitors to its Seattle retail space, the Stoneyard, are up. Recently, LinkUp provided support for the company's color catalog.

Delivering value

Y.K. Products, located in Everett, Wash., joined LinkUp two years ago. The company manufactures U.S. Cold Patch, a dry, odorless compound containing recycled asphalt used for patching potholes.

"Becoming a LinkUp partner was more than just adding our name to a membership list," says John Ackerman of Y.K. Products. "We received valuable assistance, particularly with business and financial planning."

In the past two years, sales of U.S. Cold Patch have expanded from Washington to include Oregon, Idaho, California and Utah. The company is currently working with PakMix Proline, a national distributor, to increase sales. "LinkUp support



For business owners like John Ackerman, Y.K. Products, LinkUp support has opened doors and increased recognition.

opened doors for us," says Ackerman.

Mike Lavelle, L & S Tire Company, agrees. "When calling on customers," he says, "having the support of King County adds credibility."

L & S Tire collects, inspects and sorts more than 1.5 million scrap tires each year. Some are sold to tire vendors; others are used for fuel or shredded and baled for engineering applications.

Recently, the company began supplying Ash Grove Cement with passenger and truck tires for its cement kiln operations. The energy derived from tires helps reduce the company's dependence on coal to fuel the kiln.

Another new market niche is the sale of tire bales for road base material. With more than five million tires discarded each year in Washington state, developing these new markets for scrap tires is important.

NewsLink is published quarterly by the King County Department of Natural Resources and Parks, Solid Waste Division, as part of the LinkUp program. For information about LinkUp, contact Erv Sandlin at (206) 296-0233 or erv.sandlin@metrokc.gov, or go to <http://dnr.metrokc.gov/linkup>.

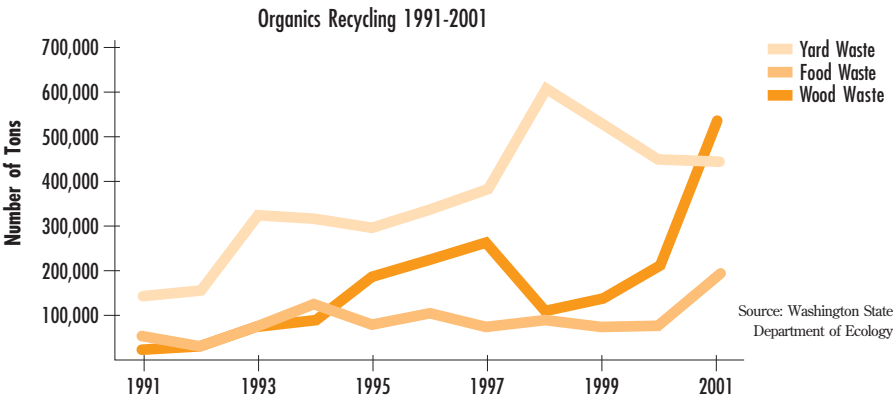
LinkUp seeks new partners for 2003

LinkUp provides eligible Puget Sound manufacturers with technical assistance and marketing support. To be considered for program participation, download an application form at <http://dnr.metrokc.gov/linkup> or call Erv Sandlin at 206-296-0233.

FAST FACTS

Wood recycling takes off

Until 2001, yard waste was “king” of the organics waste stream. Recently, though, wood has taken the lead. Not only has the number of tons of wood collected for recycling increased, but more emphasis has been placed on tracking this commodity, resulting in better reporting.



SPOTLIGHT ON KING COUNTY

Forest Concepts joins

Forest Concepts, LLC, a developer of products made in part from urban wood waste, is the newest LinkUp partner. The company, based in Federal Way, Wash., has developed a new erosion control material called WoodStraw™ spreadable wood strands. WoodStraw strands can be made from small-diameter timber, wood scrap from construction projects, and waste wood from plywood veneer manufacturers.

Encouraging new markets for urban wood waste is a priority for King County because of the large quantity generated by construction, demolition and landclearing sites. Typically, wood waste is either disposed of in a landfill or ground up for boiler fuel or landscape mulch.

WoodStraw can be used in any areas where erosion control is needed. Not only does it use urban wood waste in an effective and environmentally friendly way, but it will also reduce the amount of agricultural straw imported into the region. The LinkUp team will help Forest Concepts identify suppliers and users and may also help research and evaluate the market potential for this new product.

Built Green standards used

The Metropolitan King County Council passed a Built Green Low-Impact Development ordinance in early June, authorizing three demonstration projects. The sites include two public projects—Vashon House-hold’s 14-house project, Sunshine, on Vashon Island, and the King County Housing Authority’s \$200 million redevelopment of Park Lake Homes in White Center—along with Shamrock, a 117-unit single-family development near Renton built by CamWest. The council will follow the progress of these sites as it considers incorporating green building and sustainable site development practices into the building code.

Spring cleanup

Fourteen cities in King County collected more than 1.25 million pounds of recyclables during the spring recycling round-up, which was partially funded by the state’s Department of Ecology. The drop-off events attracted some 6,800 area residents in Algona, Black Diamond, Burien, Covington, Duvall, Kenmore, Kent, Maple Valley, Newcastle, Normandy Park, Pacific, Redmond, Sammamish and Skykomish.

CHECK IT OUT!

E-BUSINESS INSTITUTE

This spring, the Small Business Administration (SBA) launched its E-Business Institute, a website that offers online courses, workshops and information. The site also features a virtual library with 200 free SBA publications and links to other publications. Go to www.sba.gov/training.

DIRECTORY AVAILABLE

The third edition of GreenSpec Directory, from the editors of Environmental Building News, catalogs more than 1,650 green building products in 250 categories—from flooring to paint. For more information, visit www.buildinggreen.com/ecommerce.

GREENBUILD CONFERENCE

The 2003 Greenbuild International Conference and Expo will be held Nov. 12-14, 2003, in Pittsburgh, Pa. The conference, sponsored by the U.S. Green Building Council, showcases the latest green technologies and delivers educational programs spanning a broad range of topics. For conference details, visit www.greenbuildexpo.com.

Alternate formats of this newsletter are available upon request.

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